

Dear Mr. Lee,

I write on behalf of my CEO, Ms. Douglas, of the Dutch cell phone company "cell.com". You met Ms. Douglas at the Cebit Trade Fair in Hannover. She was highly satisfied with your inspirational inventions, especially the auto rechargeable cell phone. This new technique is not only eco friendly, but also very efficient in many ways. This is why our company has a positive vision of our potential collaboration.

Considering the fact that our eye went to your invention, we would like to set up a deal. Ms. Douglas wants to draw up an order of 3,000 cell phones. But instead of €130 a piece, a descent settlement would be more appropriate seen the extent of the purchase.

First, we would like to receive a small amount of your cell phones to confirm our decision and test your product. Then, we would like to discuss the business aspect of this matter, which we also prefer on black and white. However, we most certainly are beyond doubt of the success.

Nevertheless, we look forward to our rewarding cooperation.

Yours sincerely,

Lara Porter,  
Manager cell.com

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To: [David\\_beckham@hotmail.com](mailto:David_beckham@hotmail.com)

Subject: Application for the job post of Joint Product Manager.

Respected Mr. Beckham,

I am writing to you to apply for the position of a joint product manager, advertised on 10<sup>th</sup> March in Times Daily newspaper. A strong marketing experience clubbed with product promotion skills will help me to contribute efficiently for the success of your Company. I have attached a copy of my resume with this email.

As from my past experiences, I have knowledge on analyzing and implementing marketing trends and apply the same in media advertisements. I have a base of assisting senior store managers in developing and implementing the sale periods and bring out huge profits. My job post required a combination of organizational and analytical skills.

I look forward for an opportunity to sit with you and discuss about the joint product manager position at JOLT Company. Thank you for taking out time for considering this email.

Sincerely,

Hannah Markesan

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Dear Mr. Rogers,

With reference to your letter dated 24<sup>th</sup> March, I am writing to enquire about the availability of the product 'Ultra Soap Zen' at your Boston Depot. Let me please remind you about the letter dated 20<sup>th</sup> March from your end where you had expressed the non-availability of the same at your Ohio Depot. Since you are aware of our demographic profile, I would appreciate if you can make the dispatch from your Boston Depot.

As per the conditions laid down in your dispatch pre-conditions, we have made the necessary income tax clearance certificates for the smooth dispatch from the depot.

Please let us know the payment details at the earliest so that we can make necessary arrangements for the deposit of the same in the account.

Please contact me, if you have any query.

Yours sincerely,

J. Thomas

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## Important Points to Remember

- Email is much less formal than a written letter. Emails are usually short and concise.
- If you are writing to someone you don't know, sometimes a simple "Hello" is adequate. Using a salutation such as "Dear Mr Smith," is too formal, but sometimes necessary, as shown in some examples above.
- When writing to someone you know well, feel free to write as if you are speaking to the person.
- You can use abbreviated verb forms (He's, We're, He'd, etc.) if you are writing to someone you know well.
- Include a telephone number to the signature of the email. This will give the recipient the chance to telephone if necessary.
- It is not necessary to include your email address as the recipient can just reply to the email.
- When replying eliminate all the information that is not necessary. Only leave the sections of text that are related to your reply. This will save your reader time when reading your email.

## Mind Your Manners

There are three words that carry a great deal of meaning. People may not notice these words when they're there, but if you forget to use them, you'll come across looking disrespectful and ungrateful. These very powerful words are "Please" and "Thank You."

There are people who are very sensitive to being addressed by their first names. When in doubt, use Mr., Mrs., or Dr. (if appropriate). When you are replying to an email and the sender of the original message has used his or her first name only, then you could safely assume it's okay to use that person's first name as well.

## Don't Use that Tone With Me

Tone is a difficult thing to explain. Remember when your parents would say "Don't use that tone of voice with me, young lady (or young man)?" Your feelings come across by the way you say something. It is easy to change your tone when you're speaking. When you are writing it's very hard to do it. Whenever you write an email, read your message over several times before hitting send. Make sure you come across as respectful, friendly, and approachable. You don't want to sound curt or demanding. Sometimes just rearranging your paragraphs will help.

If you're writing to someone you've communicated with before, you might want to begin by saying "I hope you are well." Email writers often use emoticons to convey a certain tone. For those of you who don't know what these are, emoticons are little faces made up by arranging parentheses, colons, and semi-colons. Use good judgement here. If you write to someone frequently and you have a less formal relationship, then emoticons are okay. If, however, you're writing to a prospective employer, stick to words only.

Avoid writing your message using all upper case letters. It looks like you're shouting. Don't use all lower case letters either. Some people say it will make it seem like you're mumbling.

## **And Your Point Would Be...?**

When possible, be brief. Most people don't have a lot of time to spend on email, so if you want your recipient to pay attention to your message, make sure you get to your point as quickly as possible. However, don't leave out important details. If providing a lot of background information will help the recipient answer your query, by all means, include it. You may even want to apologize for being so wordy at the beginning of the message.

## **Plz Don't Abbrvt.**

There are all sorts of abbreviations -- U instead of you, 2 instead of to or too, plz instead of please, and thanx instead of thanks. That's fine for personal email. Business email should be more formal. Of course, commonly used abbreviations such as Mr. and Mrs., FYI (for your information), inc., and etc. are fine.

## **What's In a Name?**

Take a look at your email address. What does it say about you? Are you a `sexymom@isp.com`? Maybe. But do you want a prospective employer to think so? Consider getting a more formal address. Perhaps your first initial and last name would be good. If you're really attached to your address and don't want to change it, consider adding a second one for professional use only. If you're currently working, you may have a company email account. Do not use this address for job hunting purposes. Use a personal account only.

## **Spelling Counts... Grammar Too**

Use your spell checker. That is what it's for. Don't rely entirely on the spell checker though. If you are using the wrong spelling for a particular use of a word, i.e. two vs. to vs. too, the spell checker won't pick up your mistake. Don't try to guess the spelling of a word. **Look it up.**

Good grammar is important. As you can see, I believe in using a conversational tone when writing. It sounds friendlier. Contractions are okay. Slang is not. Under no circumstances should you use offensive language.

## **Don't Get Too Attached**

Attachments often carry viruses which the sender usually doesn't even know he or she is sending to you. As a matter of fact, the sender may not even know he or she is sending you an email. There are many viruses that cause your email program to send everyone in your address book an infected file.

If you need to send someone an attachment, you can contact the recipient first to ask if it's okay to send it. If you're sending a resume, it is better to paste it right into the email message itself. Let me remind you that when sending email, avoid using hypertext markup language, or HTML. Not every email program can interpret it, and what the recipient sees is an unreadable mess. Use plain text only. Sorry, you will have to change that beautifully formatted resume into something .

## **Make a Good First Impression**

Email is much less intrusive than a phone call and faster than a letter. It may be your introduction to someone you've never met before. Take your time putting together a well-written message. Once you hit the send button you won't have another chance.